

Message Text

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PAGE 01 COPENH 02974 281657Z

46

ACTION USIA-15

INFO OCT-01 EUR-25 ISO-00 EB-11 COME-00 DRC-01 RSC-01 /054 W
----- 102334

R 280927Z NOV 73

FM AMEMBASSY COPENHAGEN

TO SECSTATE WASHDC 8121

INFO AMEMBASSY OSLO

AMEMBASSY HELSINKI

AMEMBASSY STOCKHOLM

UNCLAS COPENHAGEN 2974

E.O. 11652: N/A

TAGS: BEXP, DA

SUBJ: "ELECTRONIC DIALOGUES" AS COMMERCIAL PROGRAM TOOL

REF: STATE 222495

1. ECON/COM OFFICERS HAVE DISCUSSED DEPARTMENT'S PROPOSAL WITH USIS. WHILE INTERESTED IN EXPLORING "ELECTRONIC DIALOGUES" AS COMMERCIAL PROGRAM TOOL, WE ARE DOUBTFUL THAT IT WOULD BE ECONOMICALLY WORTH-WHILE FOR LIMITED DANISH MARKET. EMBASSY FEELS EFFORT AND FUNDS BETTER SPENT IN REGIONAL CONTEXT, E.G. SCANDINAVIAN OR NORTH EUROPEAN MARKETS.

2. LAST SPRING EMBASSY SENT TWO PROMINENT DANES TO HAMBURG TO PARTICIPATE IN ELECTRONIC DIALOGUE ON THE SUBJECT OF GATT. DANISH PARTICIPANTS WERE ENTHUSIASTIC AND IMPRESSED WITH PROGRAM. WE FELT COSTS WERE CONSISTENT WITH GOOD WILL MILEAGE OBTAINED.

3. EMBASSY THEREFORE RECOMMENDS THAT COMMERCE CONSIDER REGIONAL RATHER THAN NATIONAL PROGRAMS, PARTICULARLY IN AREAS WITH SIMILAR INDUSTRIES AND TRADING PATTERNS. FURTHERMORE, DIALOGUE THEME SHOULD BE CLOSELY FOCUSED ON INDUSTRY AREA OR PROJECT WHICH HAS PRIORITY INTEREST ON BOTH SIDES OF THE ATLANTIC.

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4. ABSOLUTELY CRUCIAL INGREDIENT OF ANY ELECTRONIC

DIALOGUE IS TOP-LEVEL US SPEAKER WELL-KNOW AS
AUTHORITY ON HIS SUBJECT AMONG EUROPEAN AUDIENCE.

5. AMONG THEMES WE MIGHT CONSIDER ARE NORTH
SEA OIL EXPLORATION OR SWEDISH/DANISH ORESUND BRIDGE/
TUNNEL AND AIRPORT PROJECTS.
CROWE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
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Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: n/a
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